

KDHE Launches Statewide 'Immunize and Win a Prize' Campaign

The Kansas Department of Health and Environment (KDHE) Immunization Program is launching 'Immunize and Win a Prize,' a statewide campaign to improve children's immunization rates. The program, an expansion of a successful 10-county pilot project, is a recommendation from the Governor's Blue Ribbon Task Force on Immunizations Report which highlighted short-term and long-term ways to improve the state's immunization rates.

'Immunize and Win a Prize' will offer prizes to any Kansas child and his or her parents each time the child receives immunizations from birth to two years of age.



"We believe this statewide campaign will greatly improve immunization rates among Kansas children by providing incentives for parents and children, while at the same time ensuring the children are protected through a complete primary series of immunizations by age two," said KDHE Secretary Roderick L. Bremby.

The 'Immunize and Win a Prize' campaign is an expansion of 2003 pilot program that focused on 10 counties and targeted Medicaid participants. That program exceeded its goal of increasing immunization rates by 10 percent in each county with improvements in immunization rates between 14 to 44 percent.

'Immunize and Win a Prize' will run through September 2005 at participating Vaccines For Children health care providers across the state. Prizes for getting immunized include children's Tylenol, a digital thermometer, a beanie bee, and stickers.

Participants who complete their primary series of immunizations by age two will be entered into drawings for additional prizes. There will be three winning families from each county, with the winners receiving either 30 hours of long distance, \$500 paid toward a utility bill of choice, or \$500 paid toward either monthly rent or mortgage payment. The regional winners, 12 winning families in all, will receive a weekend vacation to the Sedgwick County Zoo, and one Kansas family will win a trip to Disney World.

Any health care provider who wishes to sign up to participate in the 'Immunize and Win a Prize' program should contact the KDHE Immunizations Program at 785-296-3975.

Funding for the statewide campaign comes partially from the Centers for Disease Control and Prevention (CDC). The Kansas Department of Social and Rehabilitation Services (SRS) partnered with KDHE on this project. In addition, McNeil Consumer and Specialty Pharmaceuticals, Birch Telecom, and Envision donated to the statewide effort.

For more information, go to [Immunize and Win a Prize](#).